WOM enters Chile's FTTH market using Alepo **fixed broadband solution**

The service was launched in record time in response to pandemic-related demand, resulting in a sixfold increase in WOM's customer base in its first quarter.

Operator Requirements

Given the urgency of the situation and unprecedented network demand, WOM wanted to strengthen its entry into the country's fiber broadband market as soon as possible. However, global travel restrictions were posing the threat of indefinite delays. The operator's key requirements were:

- Launch fixed broadband services using Alepo's solution

- Overcome travel restrictions to prevent delays in implementation

- Set up the infrastructure to support the new line of service

- Deploy robust geo-redundant AAA infrastructure and ensure there are no revenue leaks

- Monetize the new data services, plans, and offers to maximize ROI

- Integrate with WOM's existing CRM for provisioning broadband customers

- Generate comprehensive BI reports to gain detailed insights on customer behavior and usage patterns

- Enable 24x7 remote customer support

Project Background

WOM is Chile's first telecommunications company to implement 4G voice services as well as Voice over WiFi (VoWiFi) for all its prepaid and postpaid customers as a cost-effective alternative to international roaming.

When pandemic-related lockdowns swept across the globe, Chile was no exception, and with most people working from or staying at home, there was a surge in demand for high-speed internet services. Always at the forefront of innovation, WOM wanted to step in and swiftly set up the infrastructure to begin providing fast and reliable FTTH services.

In need of a trusted solutions provider, the operator turned to Alepo given its successful track record in broadband deployments globally and its understanding of the geography through a long history of projects in Latin America.
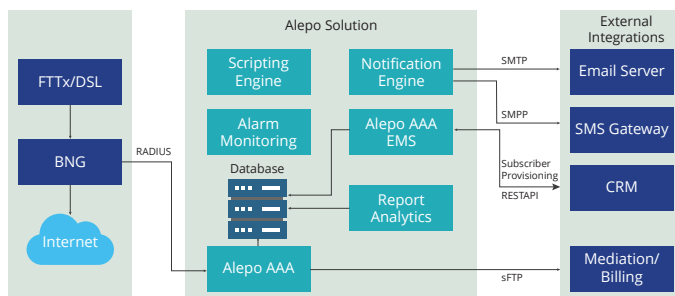
Alepo's Solution

Alepo provided its Broadband AAA solution through remote deployment and local vendor hardware support, enabling WOM to quickly launch the fiber service despite travel bans. The 3GPP AAA for broadband facilitated uninterrupted high-speed postpaid and prepaid unlimited data plans with speeds up to 1 Gbps, as well as limited data and fair usage packages. With 24x7 remote customer support, seamless online payments, and a customer-first approach, the highly scalable AAA server and flexible policy framework ensure that WOM can fully monetize the offering to maximize ROI.

The solution's key components include:

- Alepo AAA + EMS
- Alepo Monitoring Tool
- Alepo Configuration Manager
- MySQL Database
- OLAP Server: provides a reporting framework for business reports
- Notifications Module

Network Architecture

Solution Highlights

Alepo completed the project – fully offsite – in record time, equipping WOM to launch the service while travel bans were still in place. Having anticipated a delay in the delivery of hardware, Alepo requested the WOM team to provide temporary virtual machine (VM) infrastructure to host the applications for configurations and integrations to be staged. The traffic was to be migrated to the hardware infrastructure in a few months, as soon as it was logistically possible.

Digitized customer experience

New customers can purchase the services online, and existing subscribers who have exhausted their plans or have outstanding dues are redirected to Alepo's digital portal, completely automating their experience and reducing calls to customer care.

Comprehensive BI reporting

Usage reports help monitor subscriber data consumption patterns to quickly adapt through a centralized configuration manager.

Custom rules definition

Alepo's high-performance scripting engine enables

WOM to write and implement custom authentication and authorization rules in-house and run them without having to recompile or "dirty up" the source code.

Business Use Cases

- Prepaid and postpaid plans
- Volume-based plans: limited, unlimited
- Group/friends and family plans
- Time-of-day plans
- FUP plans
- Notifications and alerts
- Redirection to the captive portal on access request

Client Testimonial

"We are proud to have partnered with Alepo to enter the FTTH market in Chile. We wanted to enable the people of the country to embrace the ongoing cultural digital shift, so one of our main criteria was to launch as soon as possible. Alepo enabled us to rapidly bring our services to market, mitigating any logistical delays with their innovative solutions."

- Christopher Adam Laska, CEO, WOM

Project Outcomes

Low CAPEX and high ROI

Alepo's solution helped minimize service activation and delivery costs and lowered operational expenses, accelerating ROI. In the first three months, the fiber broadband service was already outperforming customer expectations.

Swift uptake of services

Swift uptake of services WOM expects to sign on 500K subscribers within the first year and acquiring up to 1.5M subscribers by the end of 2023. Between the first and fourth month of launch, there was a sixfold increase in the subscriber count.

Pandemic-related delays averted

Having anticipated a delay in the delivery of hardware, Alepo requested the WOM team to provide temporary virtual machine (VM) infrastructure to host applications, enabling WOM to begin serving live traffic by June 2020. The traffic was migrated to the hardware infrastructure by October, as soon as it was logistically possible.

Brand recognition as a trusted service provider

The FTTH service helped WOM rapidly expand its broadband presence in Chile. Its high data speeds met ongoing market demands for fast and stable residential internet offerings, raising its customer satisfaction index significantly.